

Application No: 10/626,645  
Reply to Office action of September 30, 2004

**Amendments to the Specification:**

Please replace the paragraph {0004} with the following amended paragraph

[0004] Another display device is known as a "peg plate". Peg plates have a generally flat front and are generally attached to the front of a plastic or metal "peg", on which product [?????] is hung and which plus into the industry-standard backboard called peg board. Peg plates may display information such as product price directly on the front surface of the plate or they may act as mounts onto which one of a variety of signage holders may be attached.

Please replace the paragraph [0057] with the following amended paragraph

[0057] After tear-away strip 22 is removed, four different types of signs or signage holders may be mounted thereon. The first sign type is a generally planar sign mount in the nature of flexible rectangular card 70 with upper and lower edges. Card 70 may be bowed by the user, such that the upper and lower edges are brought closer together, and inserted between upper bumper 40 and lower bumper 52. The upper edge of card 70 may be inserted into either inner bumper channel 48 or wire channel 50 as shown in Figure 3. The lower edge of card 70 will abut the sign channel in the inner surface or groove of lower bumper 52, which thereby functions as an upwardly-facing lower sign channel. The bowing action of card 70 serves two purposes. First, it provides the necessary clearance to avoid outer sign guides 54 and inner sign guides 60. Second, the bowing acts to press the edges of card 70 against the inner surfaces of bumpers 24, thus keeping card 70 in place. As a result, the height of the sign is preferably slightly greater than the vertical distance between the inner surfaces of bumpers 24. In this fashion bumpers 24 also act as display retainers.